

# JUNE 5, 2001 MARKETIPS GUIDELINES FOR CONTRACTORS

## **FOREWORD:**

MarkeTips is a magazine published by General Services Administration (GSA). It is published bi-monthly on the first day of the months of January, March, May, July, September, and November. The MarkeTips magazine reflects advertisements from current GSA contractors and is currently published at no cost to GSA's contractors.

***GSA does not consider an ad published as endorsements. GSA does not endorse any corporation or business. All ads submitted are subject to the guidelines/deadlines published and the approval by the appropriate GSA/FSS managing acquisition center. GSA reserves the right to publish the advertisement in the requested issue, to reject the advertisement due to non-compliance to the guidelines, or to postpone publication of the advertisement in another issue. Furthermore, GSA reserves the right to cancel or delay the publication's production.***

***Please Note: \*These guidelines are subject to change as the publication evolves. See web site: <http://regions.fss.gsa.gov/r07/7fx> "Marketing" for latest edition.***

## **ADVERTISEMENTS:**

### 1. Review and approval steps on submission for publication:

The GSA Field MarkeTips Editor (Buying/Acquisition Center) must approve all advertisements for appropriate verbiage and compliance to submission requirements. The Field Editor will submit the acceptable ads to the Agency Editor (Washington, D.C.) who makes the final decision of acceptance/publication. The Agency Editor will provide one (1) courtesy copy to each vendor represented/published in the MarkeTips publication "when it hits the street."

### 2. Deadlines:

. Deadlines for materials can be obtained from your buying center. Established deadlines **must be met**. All material (corrections included) must be received on or before the COB (6:00 p.m. EST) of the **closing date for each edition**.

### 3. Schedules E Library Information. Contractor's name, address, phone numbers, GSA Advantage! etc. **must match the Schedules E Library Information.**

### 4. Two printed/hard copies of the Advertisement must be submitted with the CD/disc.

\*\*\*\*\*  
\*\*\*\*\*

## **ADVERTISEMENTS (EACH COMPANY WILL BE REPRESENTED A MAXIMUM OF 3 TIMES PER CALENDAR YEAR)**

All advertisements MUST meet ALL criteria outlined in the guidelines. GSA will no longer be modifying advertisements (i.e., changing identifier, inserting Identifier or contract number, etc.). Information must match what is in Schedules E Library.

All advertisements MUST go through the appropriate buying center.

Currently, advertising space in MarkeTips is free of charge. GSA reserves the right to placement of ads as well as any and all changes that are deemed necessary. Ads submitted, not in compliance with the following, will not be accepted for publication.

Ads submitted, must be in compliance with the following:

**GSA FSS Identifier:** All ads ***must include*** the FSS Identifier. The ***Identifier must be placed*** in the upper right hand corner of the ad and ***must be the same size*** as submitter's logo. Please use the **Federal Supply Schedule version** of the FSS Identifier. This Identifier can be downloaded at:  
[www.fss.gsa.gov/partnership/#down](http://www.fss.gsa.gov/partnership/#down)

**GSA Contract Number:** All ads must include the submitter's contractor number somewhere in the ad for the product depicted in the ad. (The FSS Identifier reflecting the Contract Number is an option.)

**GSA Advantage:** The product/service **must** be available on ***GSA Advantage!*** The following statement, **or the preferred GSA Advantage!** logo, downloaded from [www.fss.gsa.gov/partnership/adv-logo.cfm](http://www.fss.gsa.gov/partnership/adv-logo.cfm), **must** appear in the ad:

**Available through GSA Advantage! at [www.gsaAdvantage.GOV](http://www.gsaAdvantage.GOV)**

**Or the preferred logo:**



### **Material Requirements:**

Live Image Area: 1/2 Page (horizontal)	7.5" x 4.5"
1/2 Page (vertical)	3.5" x 9.5"
1/4 Page (vertical)	3.625" x 4.5"

### **Specifications:**

- Images must be CMYK. Single colors will be converted to CMYK process equivalent.
- Electronic Media required. Please include original application file along with fonts & images.
- Color laser or black and white laser printout required.
- ***Ads are not accepted in Microsoft Word, Microsoft PowerPoint, or Microsoft Publisher.***

### **Acceptable File Formats Software Applications for Output:**

1. QuarkXpress (version 3.32 or 4.0) documents with all fonts included and images placed.
2. EPS files with all fonts and hi-res images included.
3. Postscript files with all fonts and hi-res images included.
4. Adobe Acrobat (PDF) files with all fonts and hi-res images included.
5. FreeHand (version 8.0) documents with all fonts included and images placed.
6. Adobe Illustrator (version 8.0) with all fonts and images included.

***Bleeds are not accepted. Ads must remain within the Live Image Area specified above.***

**Fonts for Ads:** All ads created for use in MarkeTips must use approved fonts only.

Approved fonts are as follows:

#### **San Serifs:**

Eras  
Franklin Gothic  
Frutiger  
Futura  
Futura Condensed  
Gill Sans  
Helvetica  
Helvetica Condensed

#### **Scripts:**

Brush Script  
Mistral  
Linoscript

#### **Serifs:**

Benguiat  
Bodoni  
Cheltenham  
ITC Clearface  
Galliard  
Adobe Garamond  
Garamond Condensed  
ITC New Baskerville  
Serif Gothic

#### **Speciality:**

Peignot  
Cooper Black  
AachenBold  
Comic Sans MS  
Zapf Dingbats  
Wingdings Regular  
Wingdings 2 Regular

## Wingdings 3 Regular

Note: Complete families may be used (i.e., book, book oblique, bold, bold oblique, black, black oblique, etc.)

### **Physical Media:**

- 1 GB JAZZ disk
- 100MB ZIP disk
- CDs – Mac or PC

\*\*\*\*\*  
\*\*\*\*\*

### **GRAPHICS & PHOTOGRAPHS (Applicable to an article or advertisement)**

#### 1. Electronic Files (CD/disc must be submitted):

- Must be in 4-color (CMYK).
- **Must be in TIFF or EPS file format; 300 DPI or greater.**
- Color laser or black and white laser printout of image required.
- Photos in JPG format **will not** be accepted.
- Ads are not accepted in Microsoft Word, Microsoft PowerPoint, or Microsoft Publisher. (re-emphasized)

#### 2. Photographs:

- Actual photos are great! We can scan them and return them to you.
- We **will not** accept photos **torn/removed** from magazines or other publications.

\*\*\*\*\*  
\*\*\*\*\*

### **Send Material To:**

***Please label all diskettes, CDs, zip disks, photos, etc. with File Name, GSA Region, Company Name, Address, City/State/Zip Code, Contract Number and Targeted MarkeTips edition. Please do not write directly on photos—either write or type on a label and apply.***

In addition, please mark outside of envelop/package with “MarkeTips Material”.  
Send materials to the MarkeTips Field Editor serving your buying center:

#### **General Products:**

Sharon Strohecker  
General Products Acquisition Center  
FSS, General Services Administration  
819 Taylor Street, Rm. 6A24  
Ft. Worth, TX 76102  
Ph: (817) 978-2504

E-Mail: [sharon.strohecker@gsa.gov](mailto:sharon.strohecker@gsa.gov)